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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



In Re the Application of:

SCHULZE, JR.

Serial No.: 08/835,105

Filed: April 4, 1997

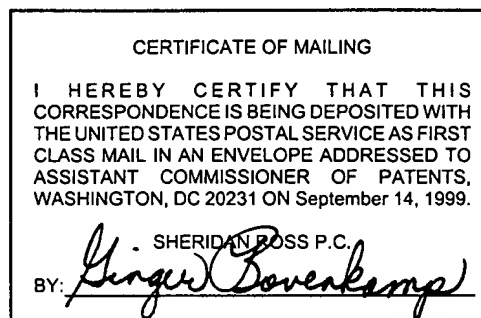
Atty. File No.: 2937-9

For: "MERCHANDISING USING
CONSUMER INFORMATION
FROM SURVEYS"

) Group Art Unit: 2766

) Examiner: J. Nimmo

) AMENDMENT AND RESPONSE



Assistant Commissioner
for Patents
Washington, D.C. 20231

Dear Sir:

In response to the Office Action having a mailing date of June 17, 1998 (Paper No. 7)
regarding the above-identified U.S. patent application, please amend the application as follows:

IN THE CLAIMS:

Sub C1 1. (Amended) A method for obtaining and responding to information from a
number of consumers including a first consumer, comprising:
conducting an interview with the first consumer to obtain responses to
telecommunications survey questions;
5 deciding whether to send the first consumer an identification card based on results
of said conducting step;

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